

# LGA and ALDC at the Liberal Democrat Spring Conference

## 13-15 March, 2020 York

The Local Government Association (LGA) and the Association of Liberal Democrat Councillors (ALDC) are again active at this year's Liberal Democrat Spring Conference. Local government speakers will feature in a number of debates, seminars, training sessions and roundtables, hosted by a variety of partner organisations.

### Councils and commercialisation

What it is, what it isn't – and how commercial activity can make money to stop service cuts!

#### Speakers include:

**Councillor Keith House**, Leader, Eastleigh District Council

**Councillor Federica Smith-Roberts**, Leader, West Somerset & Taunton Dean Council

**Sarah Olney MP**, Liberal Democrat Shadow Business Spokesperson

**Friday 13 March 2020, 20.15 – 21.30**

**Novotel, York, Riverside Suite**

**Chair: Councillor Alan Connell**,  
Chief Whip, LGA Liberal Democrat Group

Refreshments provided



### Has declaring a Climate Emergency made a difference in your council?

Hear what Lib Dem Councils are doing, and ideas for action you can take locally.

#### Speakers include:

**Councillor Keith Aspden**, Leader, York City Council

**Councillor Adele Morris**, LGA Liberal Democrats Environment Spokesperson

**Councillor Bridget Smith**, Leader, South Cambridgeshire District Council

**Wera Hobhouse MP**, Liberal Democrat Shadow Climate Change Spokesperson

**Saturday 14 March 2020, 19.45 – 21.00**

**Novotel, York, Meeting Room 3 and 4**

**Chair: Councillor Ruth Dombey**, Deputy Leader, LGA Liberal Democrat Group

Refreshments provided



## Exhibition

Come and find the LGA and ALDC staff team in the hall on stand 25 and 26 in the exhibition hall. Our joint stand will be dedicated to Liberal Democrats in local government.

You can pick up information on our current and future events; buy good practice books – get advice from ALDC and LGA staff; and, if you're not yet a member of ALDC, find out why you should join NOW.

## ALDC Members' 'meet up'

Why not join us for a drink\*? Chat to the ALDC team and learn about our latest advice, training, resources and publications. Find out how we can support you in the run up to the local elections in May and in the future.

\*alcoholic and non-alcoholic drinks available

Hilton Hotel, 1 Tower Street, York YO1 9WD

**Saturday 14 March  
18:15 -19:15**

## Important dates for your diary

### 2020

ALDC summer Kickstart 2020 +  
LGA Councillors' Weekend  
**26 – 28 June 2020**

ALDC autumn Kickstart 2020  
**27 – 29 November 2020**

### 2021

ALDC summer Kickstart 2021  
**2 – 4 July 2021**

ALDC autumn Kickstart 2021  
**26 – 28 November 2021**

Find out more and book at:  
[www.aldc.org/events](http://www.aldc.org/events)

# SATURDAY 14 MARCH 2020

## Agent and election law training

09.30 – 10.45  
Hilton, Micklegate Room  
Part 1 of 2

11.15 – 12.30  
Hilton, Micklegate Room  
Part 2 of 2

What every agent and campaigner needs to know about running an election, from standing candidates. Please attend both sessions.

Be A Councillor

## Managing Casework for Candidates and Councillors

09.30 – 10.45  
Hilton, Bootham Room  
We explore different strategies and tools that Councillors and candidates use to keep on top of their case load.

Be A Councillor

## Taking the climate agenda forward on your council

11.15 – 12.30  
Hilton, Bootham Room  
We can make a difference in our areas and local councils on one of the World's most pressing issues. Come and share your ideas and find out more others at this workshop.

Pick a ward and win it

## Good local election literature

14:30 – 15:45  
Hilton, Bootham Room  
Hone your local literature to hit the mark and make an impact during your local election.

Pick a ward and win it

## GOTV and using Connect to win your local election

16:15 – 17:30  
Hilton, Bootham Room  
How we use the data we have gathered throughout the year is vital to getting the best result on polling day. Find out how to do this at this module.

## Pick a ward and win it What is my message for the local election campaign

09:30 – 10:45  
Hilton, Walmgate Room  
What will set you apart from the competition on Polling Day. This module is to help candidates develop their message for leaflets, direct mail and social media.

## Technical training How to do direct mail

11:15 – 12:30  
Hilton, Walmgate Room  
Industry still spends billions on direct mail because it works as part of communication and fundraising. We will discuss who you should write to and what a good piece of direct mail looks like.

## Technical training Understanding your audience for Facebook advertising

14:30 – 15:45  
Hilton, Walmgate Room  
Social media can be a powerful and persuasive tool in a campaign. Find out how to best target your efforts for the biggest impact.

## Developing skills Persuading electors to vote for us

16:15 – 17:30  
Hilton, Walmgate Room  
What motivates people to vote for a candidate or a party? We look at the science behind the art of persuading people to vote for us. These practical exercises aim to improve your ability to produce persuasive material.

## Training programme

All take place on **Saturday 14 March**. Trainings and times subject to change – please see the official conference guide for more details.